

Dariya Bushmakina



Address: Dubai, UAE

E-mail: dariyabush@gmail.com

Contact number: +971 544642002

Citizenship: Russian Federation

Driving license: UAE/ International/ Russian

Education at the university level:

1. Izhevsk State Technical University by Kalashnikov, 2006 The date of graduation: June 2011

Major: Linguistics

Degree: Higher Diploma (completed 5 years)

Bachelors Degree

2. Izhevsk State Technical University by Kalashnikov, 2007 The date of graduation: February

2012 Major: Finance, Economy

Degree: Higher Diploma (completed 5 years)

Bachelors Degree

Director of Sales & Marketing & LT FO Desk

Mercure Dubai Hotel, Dubai 2021– up to present

- Handling Sales & Marketing for 1000+ units of rooms and suites, meeting space & F&B outlets
- Developing and implementing Sales strategies for different segments (leisure, corporate, government, long term, MICE, groups and events) to achieve revenue goal.
- Creating strategies for each Leisure sub segment: Bedbanks/Wholesales, DMCs, Charters, Back to back groups, MICE groups.
- Working on each segment in particular in collaboration with revenue team, identifying risks and opportunities, market metrics.
- Preparing budget for each segment. Preparing Marketing budget. Preparing manning budget.
- Working on Business case for RFPs.
- Building strong relationship with existing and new accounts. Activities including sales calls, clients' entertainments, Trade shows, Road shows, FAM Trips.
- Working closely with DTCM team on promotions to create offers awareness and increase demand for the destination.
- Analyzing market competitors' strengths and weaknesses, trends including economic situation, demand, flights situation.
- Monitoring and establishing contracting process for all partners.
- Working on SOP and its improvement.
- Training team for its growth.
- Handling Long Term Front Office desk

Cluster Director of Sales

Meeting Point Global, Dubai 2017 – 2021

- Handling 70+ properties worldwide.
- Handling different markets (Top markets: UK, DE, CIS + ROW)
- Establishing strategies.
- Handling overseas sales offices.
- Maximizing revenue in collaboration with yielding department.
- Working on new products and its contracting process.
- Preparing budget.
- Building strong relationship with existing and new accounts. Activities including sales calls, clients' entertainments, Trade shows, Road shows, FAM Trips.
- Developing and implementing Sales strategies for different segments (leisure, corporate, government, long term, MICE, groups and events) to achieve revenue goal.
- Creating strategies for each Leisure sub segment: Bedbanks/Wholesales, DMCs, Charters, Back to back groups, MICE groups.
- Working on each segment in particular in collaboration with revenue team, identifying risks and opportunities, market metrics.
- Working on brand awareness.
- Working on implementation of new B2B system.
- Leading technical team of loaders, training them how to load contracts in order to increase sales from commercial point of view.
- Building strong relationship with existing and new accounts.

Cluster Director of Sales & Marketing

Danat Jebel Dhanna Resort & Dhafra Beach Hotel, Abu Dhabi 2017

- Handling Sales & Marketing department for 2 properties.
- Preparing budget.
- Building strong relationship with existing and new accounts. Activities including sales calls, clients' entertainments, Trade shows, Road shows, FAM Trips.
- Developing and implementing Sales strategies for different segments (leisure, corporate, government, long term, MICE, groups and events) to achieve revenue goal.
- Analyzing market competitors' strengths and weaknesses, trends including economic situation, demand, flights situation.
- Monitoring and establishing contracting process for all partners.
- Working on SOP and its improvement.
- Establishing sales team in order to make them strong and well-trained.

Head of Sales - Business Development

Hala Arjaan by Rotana, Abu Dhabi 2015 – 2017

Sales Manager

Sheraton Abu Dhabi Hotel & Resort, Abu Dhabi 2013 – 2015

Sales Executive

Mafrq Hotel (Millennium Hotels), Abu Dhabi 2011 – 2013

Languages:

Russian- native

English- fluent

Computer skills:

Opera, Fidelio, Wish.Net, SIHOT, Brilliant, Unique, Eclerx, Power BI, Microsoft Office, IVektor, TTSS, Bistro.